

WORKFORCE OBSERVATIONS

FOR SOUTHWEST WISCONSIN COUNTIES

DECEMBER 2003



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November Local Labor Scene

The November seasonally adjusted unemployment rate for the **Janesville-Beloit Metropolitan Area** was 6.1 percent, down two-tenths of a percentage point as compared to October's revised reading of 6.3 percent. This year's November rate is six-tenths of a percentage point lower than the 6.7 percent recorded in November 2002.

The **Janesville-Beloit Metropolitan Area** joins the ten other metropolitan areas in Wisconsin showing considerable improvement in their seasonally adjusted employment rates. All 11 Wisconsin metropolitan areas had lower seasonally adjusted rates in November 2003 than they had experienced last month and one year ago.

All six Southwest Counties experienced declining unadjusted unemployment rates in November 2003 as compared to November 2002. There were twenty counties in the state with unadjusted unemployment rates under four percent in November, two of them in Southwest Wisconsin (Iowa & Richland).

Statewide Notes

Wisconsin's seasonally adjusted unemployment rate was estimated to be five percent in November, four-tenths of a percentage point lower than October's estimate and over a

half-percent lower than the November 2002 estimate. Wisconsin's not seasonally adjusted unemployment rate in November dropped over the month one-tenth of a percentage point to 4.5 percent.

National Notes

At 5.9 percent, November's national seasonally adjusted unemployment rate is one-tenth of a percentage point

lower than the six percent unemployment rate recorded in October and even with the rate recorded for November 2002.

Nationally, shoppers splurged at chic stores in November but many discount chains posted poor-to-average sales in a mixed open

to the holiday shopping season, retailers reported. Wal-Mart Stores, the world's largest company, managed to hit the mid-point of its sales forecast, but the day after Thanksgiving -- the traditional start of the holiday shopping season - was inadequate. Lower-priced department stores Sears and Kohl's missed their November sales goals, while high-end chains Nordstrom and Saks both reported much stronger than forecast sales. Target also turned in a good performance for the month, easily outshining rival Wal-Mart. Target is generally considered a little more upscale than Wal-Mart.

Labor Force Estimates (Seasonally Adjusted)			
	Janesville-Beloit MSA	Wisconsin (000s)	United States (000s)
Current month: November 2003			
Civilian Labor Force	78,700	3,091.0	147,277
Employment	73,900	2,937.6	138,603
Unemployment	4,800	153.4	8,674
Unemployment rate	6.1%	5.0%	5.9%
Change from one month ago			
Civilian Labor Force	-900	-17.0	484
Employment	-600	-3.1	589
Unemployment	-200	-13.9	(105)
Unemployment rate	-0.2%	-0.4%	-0.1%
Change from one year ago			
Civilian Labor Force	1,400	65.2	2,097
Employment	1,700	80.0	2,061
Unemployment	-400	-14.8	37
Unemployment rate	-0.6%	-0.6%	0.0%

Note: All estimates are preliminary and based on place of residence.

Southwestern Wisconsin Workforce Development Area

November 2003	Grant	Green	Iowa	Lafayette	Richland	Rock	Region	Non MSA's *	Wisconsin
Civilian Labor Force**	25,550	17,873	15,655	7,360	8,412	78,031	152,881	74,850	3,074,604
Employed	24,623	17,163	15,216	7,029	8,126	73,873	146,030	72,157	2,937,646
Unemployed	927	710	439	331	286	4,158	6,851	2,693	136,958
Unemployment rate(%)	3.6	4.0	2.8	4.5	3.4	5.3	4.5	3.6	4.5
Total Nonfarm (NFWS) ***	19,700	14,500	12,600	3,660	5,900	67,800	124,200	56,400	2,799,800
Total Private	14,300	12,500	11,100	2,580	4,800	58,900	104,100	45,200	2,376,900
Goods Producing	3,700	3,500	1,200	650	1,700	18,000	28,800	10,800	632,100
Service Producing	16,100	10,900	11,400	3,010	4,200	49,800	95,500	45,700	2,167,700
Constr., Mining & Nat.Rsrcs	700	800	600	160	200	3,000	5,400	2,400	123,800
Manufacturing	3,000	2,800	600	490	1,600	15,000	23,400	8,400	508,300
Trade	2,800	3,200	7,100	670	1,100	13,300	28,200	14,900	446,100
Transportation & Utilities	500	300	300	180	100	2,600	4,100	1,500	328,600
Financial Activities	1,100	400	200	190	300	2,000	4,300	2,300	158,500
Education and Health Services	2,300	2,200	900	310	600	8,700	15,100	6,400	372,500
Leisure & Hospitality	1,800	1,400	900	280	500	5,500	10,400	4,900	232,400
Info., Prof. & Bus. Svcs, Other Svcs	2,100	1,400	400	300	400	8,800	13,400	4,600	430,100
Total Government	5,410	2,000	1,510	1,090	1,190	8,900	20,100	11,200	422,900
Federal	160	90	90	70	60	300	800	500	28,400
State	2,270	40	90	30	210	500	3,100	2,600	104,200
Local	2,970	1,880	1,320	990	920	8,100	16,200	8,100	290,300
Change from one month ago	October 2003								
Civilian Labor Force**	-130	600	590	-10	-30	-1,000	20	1,000	-15,900
Employed	-140	630	520	-40	-30	-600	360	1,000	-11,900
Unemployed	10	-30	70	30	0	-400	-330	100	-4,000
Unemployment rate(%)	0.0	-0.3	0.3	0.4	0.0	-0.5	-0.2	0.0	-0.1
Total Nonfarm (NFWS)***	0	640	520	20	20	-500	700	1,200	-4,500
Percent change NFWS last month	0.0%	4.7%	4.3%	0.6%	0.3%	-0.7%	0.6%	2.2%	-0.2%
Total Private	0	500	500	0	0	-500	500	1,000	-10,100
Goods Producing	0	0	0	10	0	-500	-600	-100	-4,900
Service Producing	0	700	500	20	0	0	1,300	1,300	400
Constr., Mining & Nat.Rsrcs	-30	-30	-20	0	-10	-100	-200	-100	-3,800
Manufacturing	20	-10	0	10	10	-400	-400	0	-1,100
Trade	30	380	680	0	20	200	1,300	1,100	4,600
Transportation & Utilities	0	0	0	0	0	0	0	0	6,200
Financial Activities	0	0	0	0	0	0	0	0	800
Education and Health Services	10	10	0	0	0	0	0	0	100
Leisure & Hospitality	-30	-50	-140	-10	0	-200	-400	-200	-7,000
Info., Prof. & Bus. Svcs, Other Svcs	-10	150	-10	0	0	0	100	100	-4,100
Total Government	10	190	20	20	-10	0	200	200	5,600
Federal	0	-10	0	0	0	0	0	0	-200
State	-30	0	0	0	0	0	0	0	2,900
Local	40	200	20	30	-10	0	300	300	2,900
Change from one year ago	November 2002								
Civilian Labor Force*	740	-440	-40	80	100	1,300	1,800	400	58,500
Employed	970	-350	-480	230	190	1,700	2,800	1,100	71,800
Unemployed	-230	-90	-90	-140	-80	-400	-1,000	-600	-13,400
Unemployment rate(%)	-1.0	-0.4	-0.5	-2.0	-1.0	-0.6	-0.7	-0.9	-0.5
Total Nonfarm (NFWS)***	310	-720	-320	40	-10	100	-600	-700	-5,100
Percent change NFWS last year	1.6%	-4.7%	-2.5%	1.1%	-0.2%	0.1%	-0.5%	-1.2%	-0.2%
Total Private	500	-700	-400	60	0	200	-300	-500	4,500
Goods Producing	200	-200	-100	-10	0	-500	-600	-100	-22,800
Service Producing	100	-600	-300	50	0	600	0	-600	17,800
Constr., Mining & Nat.Rsrcs	50	60	0	20	10	0	100	100	-6,300
Manufacturing	120	-220	-50	-30	-40	-500	-700	-200	-16,500
Trade	-30	-430	-340	20	10	700	-100	-800	9,400
Transportation & Utilities	0	40	-20	-10	0	-200	-200	0	6,600
Financial Activities	70	0	10	0	10	100	200	100	4,600
Education and Health Services	50	-40	40	40	20	200	300	100	11,100
Leisure & Hospitality	150	30	0	20	20	-200	0	200	1,000
Info., Prof. & Bus. Svcs, Other Svcs	50	-180	10	0	10	100	0	-100	1,300
Total Government	-160	0	30	-20	-60	-100	-300	-200	-9,500
Federal	-10	0	0	0	0	0	0	0	-1,200
State	-50	0	10	0	10	0	0	0	-2,900
Local	-100	10	20	-20	-70	-100	-300	-200	-5,400

* Five counties, excluding Rock County ** Includes participants residing in area. *** Includes employment with employers located in area. Estimates are NOT seasonally adjusted. Current month estimates are preliminary. Totals may not add due to rounding. Calculations based on unrounded numbers. NFWS data is benchmarked to 3/2002

Look for the most current Labor Market Information at: <http://www.dwd.state.wi.us/lmi/>

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